



**WJFF Radio Catskill Board of Trustees
Meeting Minutes of the Outreach Committee
April 29th, 2025 at 5:30pm**

Meeting Location (Online Meeting)

Approved: 6/23/2025

Committee Members Present: Don Almquist, Jeff Barnes, Barb Demarest, Jill Fruchter

Staff Present: Tim Bruno, Mimi Bradley

Members of the Public Present: none

A quorum being present, Jill Fruchter called the meeting to order at 5:32pm

Mimi led a discussion regarding fundraising and ways to rally the community around an anticipated announcement of a rescission of federal funding for the CBP. As the announcement has not been made, it made sense to hold off of a fundraising/letter writing push until that time occurs. We have press releases and letters to Congress prepared, and will start on-air urgent messaging and fundraising if the rescission order is made.

Voting for The Chronogram Reader's Choice Awards ends May 15th and there was a discussion of getting more Board involvement in promoting/daily voting for Best Radio Station through the end of the voting period.

The Station has been given a \$3000 Influencer Cohort Grant from the American Press Institute (API), to collaborate with local influencers to get our messaging out. The project has not been developed, but that will start taking shape next month in meetings with the API. The committee discussed potential influencers that would be a good match.

Mimi asked for help at the following upcoming tabling opportunities: SpringFest at SUNY Sullivan, Saturday, May 3, 9am-3pm, Brochure Swap-Monday, May 5th, 4-6:30. Barb is going to check in with the CAB for volunteers.

There was a discussion of the upcoming Spring/Summer Events:

May 24th: Music Sale Pop Up at the Station: Don is going to help pricing/testing sale items.

May 24th: Memorial Day Dance Party at Cohecton Pump House: Jeff will be DJing the event, he has some gear, but there were questions about the equipment at the location.

June 28th: Music Fundraiser at Lew Beach Community House, 5-8pm: a number of Station hosts will be performing and DJing.

Unconfirmed Summer Fund Drive events:

July 12th: Tiny Porch Concert: Mimi has applied for a DVAA grant to pay for the artists and a professional sound system.

July 13th: Blue Fox Motel Pool Party

Fundraising dinners at private homes: Who could be approached to host parties at their homes?

There was a discussion of the submission call for the 35th Anniversary Merch:

Guidelines, Terms and Conditions review, thoughts on promotion/dissemination. The timing will probably be early-mid May for the call for submissions with a month to allow for the creation/submission of work. Don and Jill volunteered to be on a committee to judge submissions. Tanya Kalivas had reviewed the terms and conditions for appropriateness from a legal perspective.

Jill had a meeting with the CAB about the Community Survey and it was decided to delay the timing until later in May. There was talk about the budget for printout of materials and various tabling events. There was a review of the proposed designs for handouts.

Mimi brought up ideas for the upcoming Community Awards, which we will discuss in greater detail at the next meeting.

Meeting adjourned at 6:20 pm

Submitted by Donald Almquist